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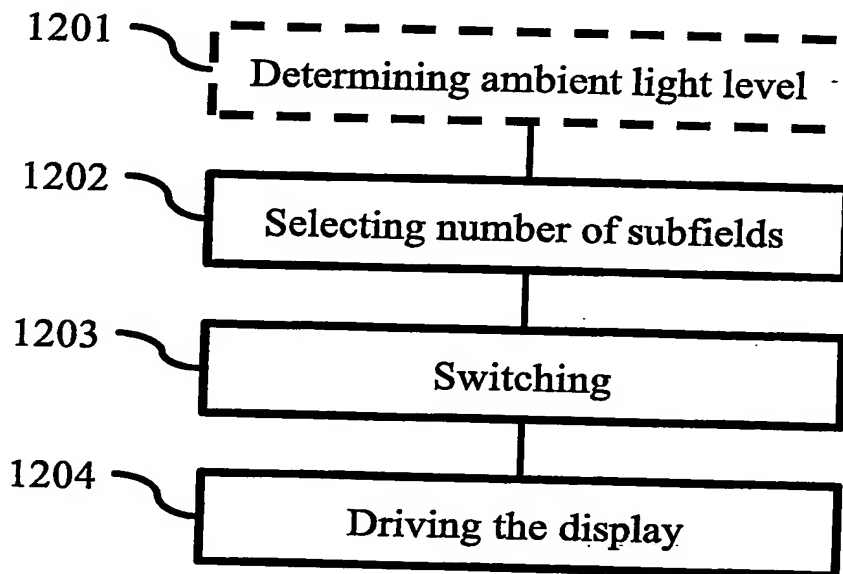
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(54) Title: AMBIENT LIGHT ADAPTATION FOR DYNAMIC FOIL DISPLAYS



(57) **Abstract:** The present invention relates to the driving of optical displays, such as Dynamic Foil Displays, and provides dynamic adaptation of the number of subfields into which frame times of such displays are divided. The number of subfields can thus be selected (1202) depending on for example the ambient light conditions (1201) and image quality requirement. In particular, a smaller number of subfields facilitates brighter images, whereas a larger number of subfields facilitates an increased number of gray scales and/or motion artifact reduction.